

Smarten UP.

Add our **idQ**sm to your business plan.

Intellectual Density Quotient (idQ) is a measurement derived through a comparison of a region's population to its rankings in a core list of recognized standards of success and achievement:

- *Percent of population enrolled in college*
- *Number of patents issued per worker*
- *Number of workers trained to excel in our knowledge-based economy*

A region's idQ provides an assessment of its capacity for innovation, creativity and problem solving. A high idQ is an indication of a region's potential for productivity and sustainable economic health, and it helps perpetuate a pervasive and contagious culture of success.

The Greater Rochester, NY Region has an idQ that is higher than any other region in the country:

- We outperform well-known high tech regions around the country that are up to 5 times our size
- We produce more patents per worker (2.77) than regions such as San Jose and Austin
- A greater percentage of our population is classified as knowledge workforce (25.3%) than Raleigh or San Diego
- Right now 5.2% of our population is enrolled in college – a higher percentage than Boston or San Francisco
- And we're the only community in the country to be home to the best small, medium and large company to work for in America.

Go ahead—match us up against other regions around the country. You'll see that we have the **idQ** you're looking for. And you'll see why the Greater Rochester, NY Region is where smart people live and smart businesses grow.



Greater Rochester, NY Region *Where smart people live and smart businesses grow.*

Visit RochesterBiz.com/idQ
or call **877.805.1770** today.

